

FIGURE 1

Identify Successful  
Lists of  
List Purchaser 105

Identify Other  
List Purchasers who  
Used Successful  
Lists 110

Identify Other  
List Purchasers'  
Successful Lists 115

Group  
Set of Lists 120

Rank  
Lists 125

Allow List Purchaser  
to Select from  
Ranked List 130

Distribute  
Lists 135

FIGURE 2

110 115 120 125 130 135

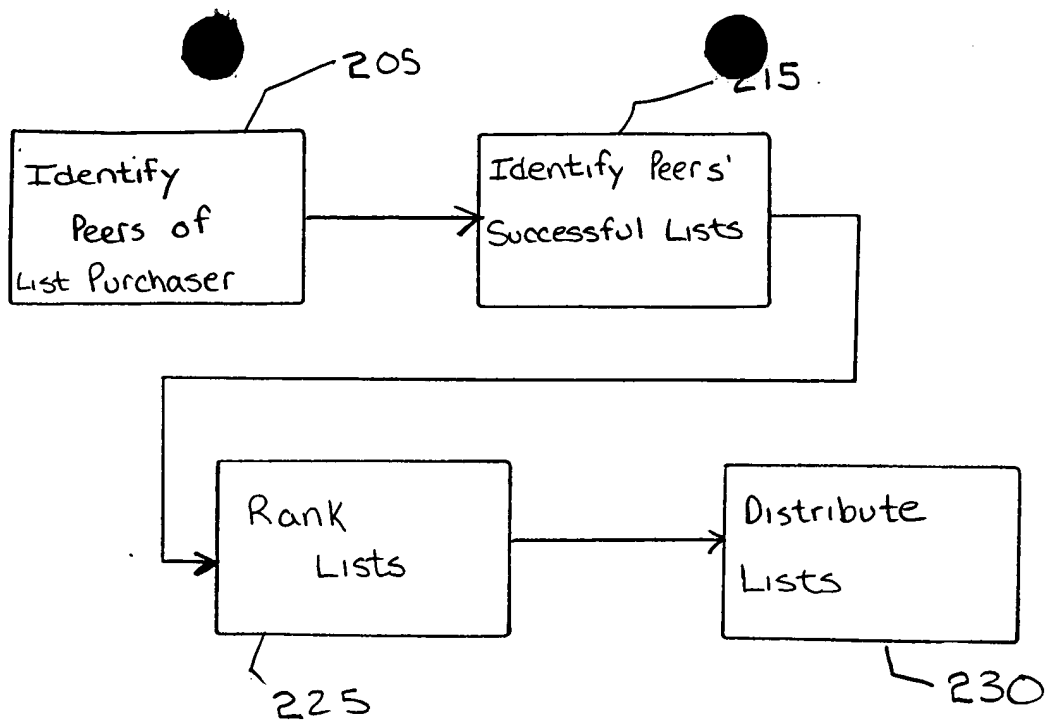


FIGURE 3

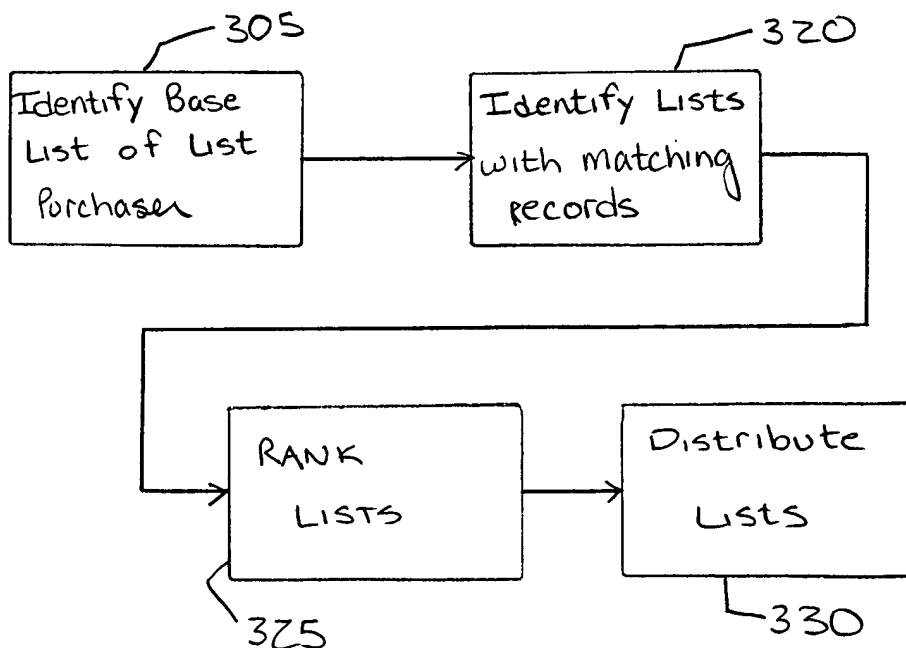


FIGURE 4